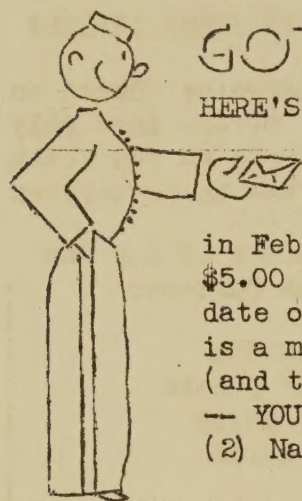


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

LILAC NEWS

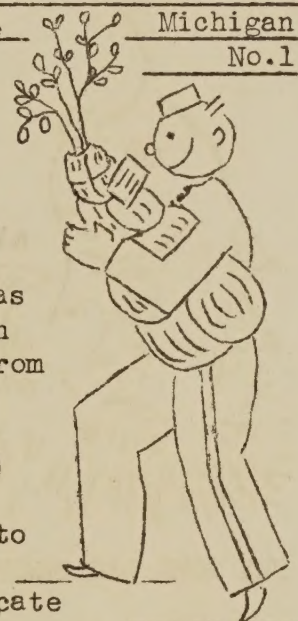
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Volume V February 1948 No.1



GOT A GIFT - PROBLEM?

HERE'S THE ANSWER -- American Association of Nurserymen Gift Certificates -- for the BRIDE, or the BIRTHDAY, the ANNIVERSARY, not to mention CHRISTMAS (who would think of mentioning Christmas in February!) -- available in any amount, beginning with \$5.00 -- redeemable in nursery stock, within one year from date of issue, from any retail nursery in the U.S. that is a member of the American Association of Nurserymen (and there are over 1000 nurseries belonging to the AAN)

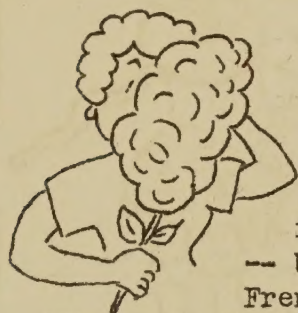
-- YOU SEND US: (1) Your name and address
(2) Name of the person to whom the Gift Certificate is to be made out
(3) Your check to cover the exact amount of the Certificate



-- WE SEND YOU:

- (1) Gift Certificate for the amount specified, made out to the person to whom you are giving it, complete with envelope ready for you to mail
- (2) A receipt for the Certificate, for you to keep

IF YOU HAVE RECEIVED A GIFT CERTIFICATE AS A PRESENT --- you can redeem it -- by ordering some of our OWN ROOT LILACS --- and applying your Gift Certificate as payment on your order. Just remember to order early; we can't grow enough of these lilacs!



HOW'S YOUR NOSE?

What lilacs are most fragrant?

Yes, we know all about *S. pubescens*; it's something super

-- but how about the French Hybrids and Early Hybrids? Which ones are

tops? We just can't smell the more than 100 different varieties of Early and French Hybrids in our collection, all with scientific accuracy -- yet people are always asking, how about fragrance? Can you help us? Tell us what varieties smell the sweetest -- we'll appreciate the information -- and put it to good use -- but just remember -- lilacs are most fragrant after having been in bloom for several days -- keep this in mind when comparing early and later bloomers --

----- GOSSIPY BITS ABOUT BOUQUETS -----

"I prefer to leave my blooms on the bush" said almost all those who told us which lilac varieties they had found best for cutting...apparently you can't go too far wrong, though, if you snip your blossoms off *Mme. F. Morel*, *Charles X*, *Charles Joly*, *Ellen Willmott*, *Pres. Grevy*, *Lucie Baltet*, *Victor Lemoine*, *Mme. Lemoine* or *Marie Le-graye*.....Lilactime in Holland is in the middle of winter, according to the magazine, "The Dutch Grower" -- plants are brought into the warm greenhouses for forcing and blooms by the thousands are shipped to England and other countries -- in spring the bushes go back in the nursery, until the following winter -- some plants are reported to have survived this "double life" for twenty years.....





TRY SOME BIG BEAUTIFUL BUSHY SPECIMENS!

Especially Selected and Reserved
Well Developed, Well Established Plants
For Connoisseurs
For Special Landscape Effects
Only a Few Plants of Each Variety

Bleuatre.....	3-4'.....	\$3.75
	4-5'.....	4.25
Condorcet.....	4-5'.....	\$4.75
	5'.....	5.25
Mme. A. Buchner....	3½-4'.....	\$4.25
	4-5'.....	5.50
President Loubet...	3-3½.....	\$4.50
Pyramidal.....	4-5'.....	\$4.75
William Robinson...	4-5'.....	\$4.75

Will you accept a substitute size or variety? We will NOT substitute unless we have your consent!

MICHIGAN CUSTOMERS! To all prices for Specimen Stock and Collections Michigan residents add 3% for Sales Tax

WHO SAID "INFLATION"?

NOTHING INFLATIONARY IN THESE OFFERS!

Special Collection Bargains Based on
Temporary Surplus -- Offers Last Only
as long as Surplus Lasts -- Top Notch
Stock -- No Seconds --- No Left-Overs

Not More Than Two Plants of Any One
Variety to Each Customer

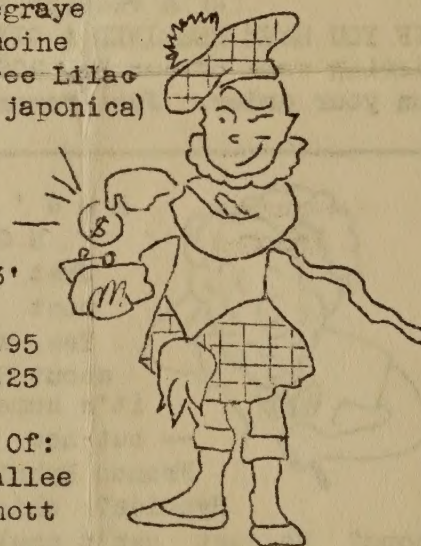
COLLECTION ONE
Sturdy 18-24" Plants
Three for \$3.95
Six for \$6.95

Your Choice Of:
Alphonse Lavallee
Congo

Charles Joly
Marie Legraye
Mme. Lemoine
Japanese Tree Lilac
(S. amurensis japonica)

COLLECTION TWO
Strong 2-2½-3'
Plants
Three for \$4.95
Four for \$6.25

Your Choice Of:
Alphonse Lavallee
Ellen Willmott
Congo
Sargent's Lilac



SORRY: No Collection Offers in the 3-4' size; surplus was exhausted in Fall '47

Still Available -- a few plants of the lilac VICTOR LEMOINE; Double-flowered; shading from Chinese Violet to Mauve-lilac; rapid grower, profuse bloomer, showy; sizes 12-18" @ \$1.65, 18-24" @ \$1.95, 2-2½' @ \$2.25